

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SECOND RESPONSE AFTER FINAL REJECTION (AMENDMENT E)	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	Inventor(s):	CALABRIA ET AL.
	Application No.:	10/743,520
	Filing Date:	DECEMBER 19, 2003
	Confirmation No.	7681
	Examiner:	SORKOWITZ
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Art Unit:	3622
	Last Office Action:	DECEMBER 16, 2009

Dear Sir:

Responsive to the Office Action mailed December 16, 2009 and the Advisory Action mailed March 16, 2010, please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 16 of this paper.